

Partnering for a Successful 2020 Census

Jumpstart your Complete Count Committee



Michael A. Hall, ARCM

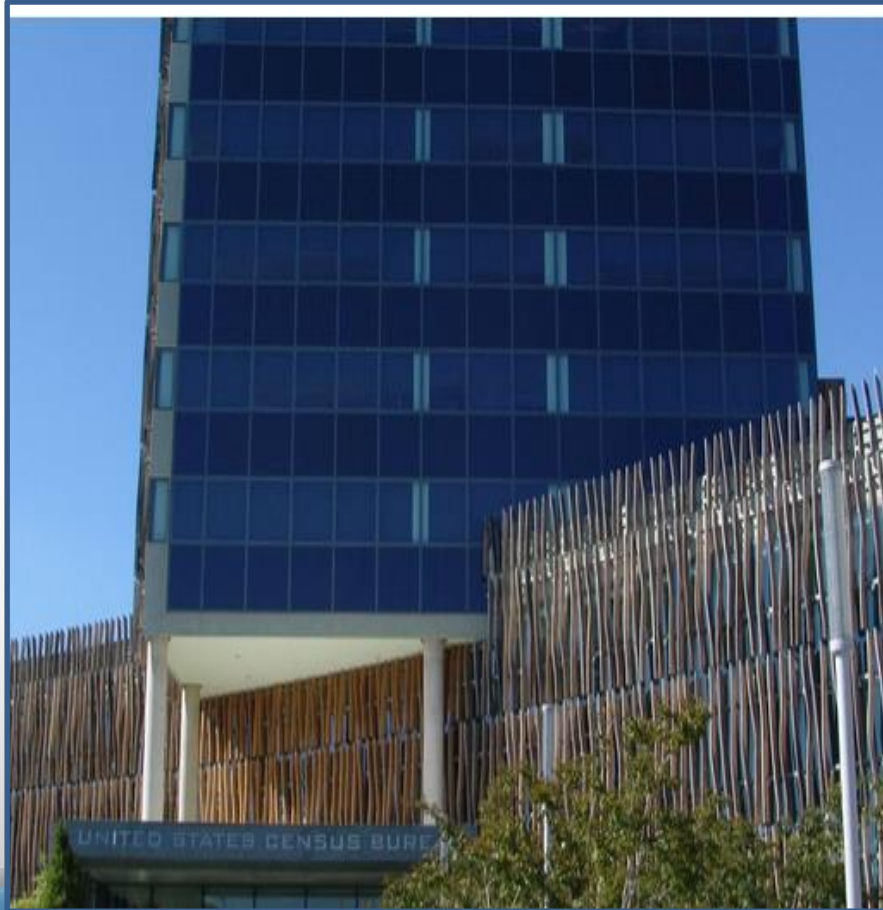
U.S. Census Bureau

Los Angeles Regional Census Center

Agenda

- 2020 Census Update
- Census Partnership and Engagement Program
- LARCC Staffing
- Jumpstarting your CCC
- Resources

Mission of the U.S. Census Bureau



What We Do

Our Mission

The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.

Our Authority

The Census Bureau operates under [Title 13](#) and [Title 26](#) of the U.S. Code.

Our Goal

Our *goal* is to provide the best mix of timeliness, relevancy, quality and cost for the data we collect and services we provide.

It is in the Constitution

Article 1, Section 2 of the U.S. Constitution

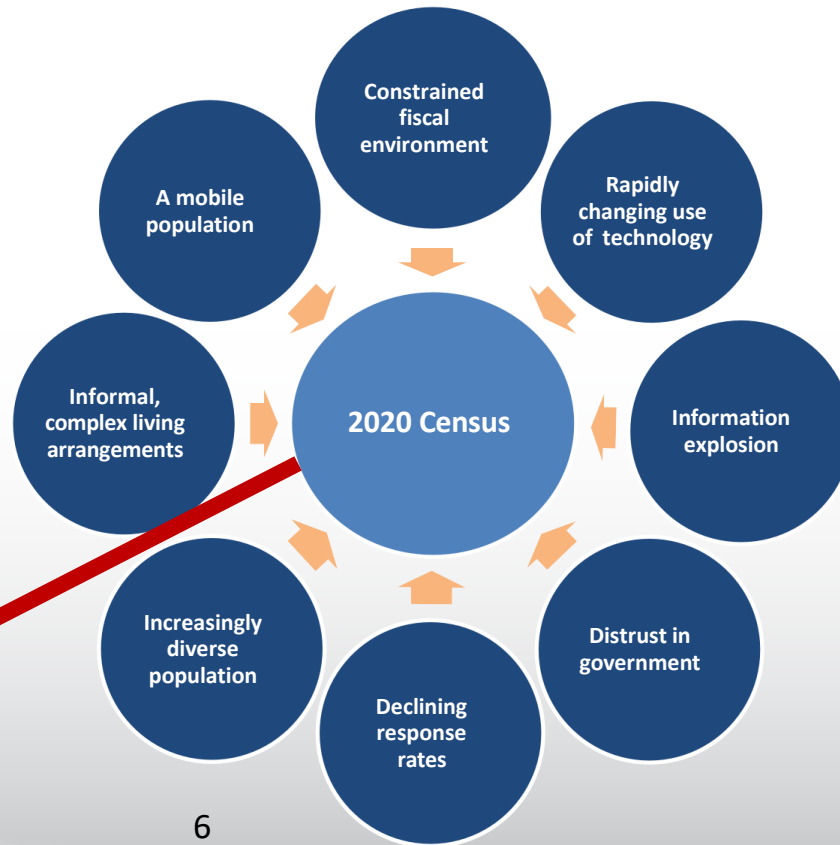
“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

- Apportionment
- Redistricting
- Distribution of Funds
- Inclusive Event
- Civic Engagement
- Democracy

THE DECENNIAL CENSUS

The 2020 Census Environment

United States
**Census
2020**



COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM

Census Staff

- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- **Provide Trusted Voices**
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

- Educate- Importance of the Census
- Encourage- Partners to motivate their community to self response
- Engage- Grass roots orgs to reach HTC populations

CPEP Elements

- State Complete Count Commissions (SCCC's)
- Complete Count Committee (CCC's)
- American Indian and Alaska Native (AIAN) Program
- Community/Non-Profit/Social Service Orgs
- Faith-Based Community Outreach
- Higher Education (Census on Campus)
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Leveraging Trusted Voices
- Mobile Response Tables

What's New for 2020 Census

Census Bureau plans to hire 1,500 partnership specialists at the local level, up from approximately 800 partnership specialists hired during the 2010 Census.

The most accessible survey in census history. The 2020 Census will feature an internet self-response option, making it easier for anyone, anywhere to respond at any time.

Leveraging digital and social media to tailor and direct messages, often times in multiple languages.

Overall, the Census Bureau will spend \$480 million on marketing and advertising for the 2020 Census, up from \$376 million in 2010.

How to Respond in the 2020 Census

- Internet – March 23, 2020
- Phone
- Paper Form



Or traditional in-person interview

Supporting Linguistically Diverse Populations

Language Access

Available in Spanish

- ✓ Enumerator Instruments (hand held)
- ✓ Paper questionnaire and other mailings
- ✓ Field enumeration materials

12 non English languages

- Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese

Internet option/online questionnaire

Census Questionnaire Assistance (CQAs)

Items available in 59 non-English languages

- ✓ Language glossary
- ✓ Language identification card

Additional efforts from the Los Angeles Region

- ✓ Partner with grass roots organizations to localize the Census message
- ✓ Hire locally

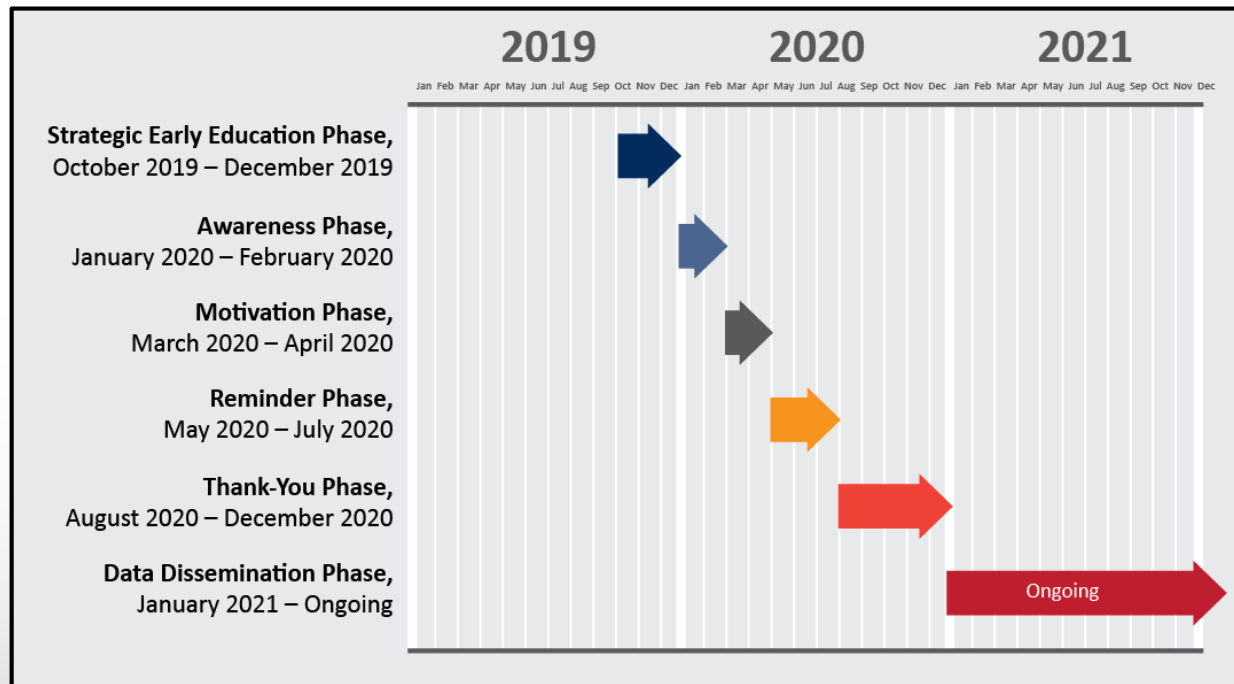
2020 Census Language Program

Language List: All Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

2020 Integrated Communications Contract

Preliminary Phases of 2020 Census Communication*



**All upcoming activities are contingent upon schedule approval and funding availability.*

Integrated Partnership and Communications

Statistics in School



Key Considerations

- Use 2020 Census as hook to grow and engage SIS network and expand database
- Emphasis on expanding activities and materials
- Desire for early materials

Approach

- Shorter, more flexible activities
- Alignment with school curriculums
- Outreach to home-school educators
- 2020 Census page on SIS website
- Develop and distribute outreach materials (e.g. explanatory SIS toolkit)
- Develop new classroom materials:
- Phased approach to engagement
- Possible new features (e.g., “Mock Census” events)

2020 Group Quarters Data Collection

What are Group Quarters?

A group quarters is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household type living arrangement. People living in group quarters are usually not related to each other. Examples are -

- Correctional Facilities for Adults
- Correctional Facilities for Juveniles
- Nursing/Skilled Nursing Facilities
- College/University Student Housing
- Group Homes for Adults Residential
- Treatment Centers Military Barracks
- Emergency and Transitional Shelters
- Soup Kitchens
- Regularly Scheduled Mobile Food Vans
- Targeted Non-Sheltered Outdoor Locations



The Los Angeles Regional Census Office

- 7 States- CA, AK, HI, NV, ID, OR, WA
- 228 Counties



Regional Wave 1 ACOs – January 2019

- Bakersfield, CA
(covers Central Valley and Nevada)
- Oakland, CA (Bay Area and Northern Coast)
- Riverside, CA (San Diego, Orange County, and Inland Empire)
- Van Nuys, CA (Los Angeles County)
- Anchorage, AK (Alaska)
- Seattle, WA (Washington)
- Salem, OR (Oregon)

Wave 2 Area Census Offices – July 2019

- Wave 2 ACOs by State:
 - California – 26
 - Hawaii - 1
 - Idaho – 1
 - Nevada - 2
 - Oregon - 2
 - Washington - 4

Recruiting and Staffing Numbers for Area Census Office (ACO)

- Summer 2018
 - ✓ Wave 1 ACO Management (approx. 10 per ACO)
- Fall 2018
 - ✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)
- Spring 2019
 - ✓ Address Canvassing field staff (approx. 300 per ACO)
- Spring 2019
 - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
 - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)
- Summer/Fall 2018
 - ✓ Partnership Specialists (310)
- Recruiting Information for All Positions
 - www.census.gov/2020jobs
 - www.usajobs.gov
 - **1-800-992-3529 (Recruiting Hotline)**

Key Data Collection Dates

Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 23rd	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

Jumpstart your Complete Count Committee

Training Session Objectives

- To review the purpose, CCC structures and timing of the Complete Count Committee Program for the 2020 Census
- To gain a sense of the timing to effectively launch and execute CCC activities
- Best Practices
- Next Steps

Purpose of the Complete Count Committee Program

- The mission of the Census Bureau's CCC Program is to foster partnerships and collaboration with local governments , community and faith based organizations, educational Institutions, media and businesses in order to assist the US Census Bureau in our overall promotion of Census 2020 to the HTC communities in our region.

Focus on Hard to Count Populations

- Veterans
- Homeless
- Children under 5
- Senior Citizens
- People with disabilities
- Renters
- Native Hawaiian and Other Pacific Islander
- Farm workers
- Refugees
- Limited English Proficiency
- Others?

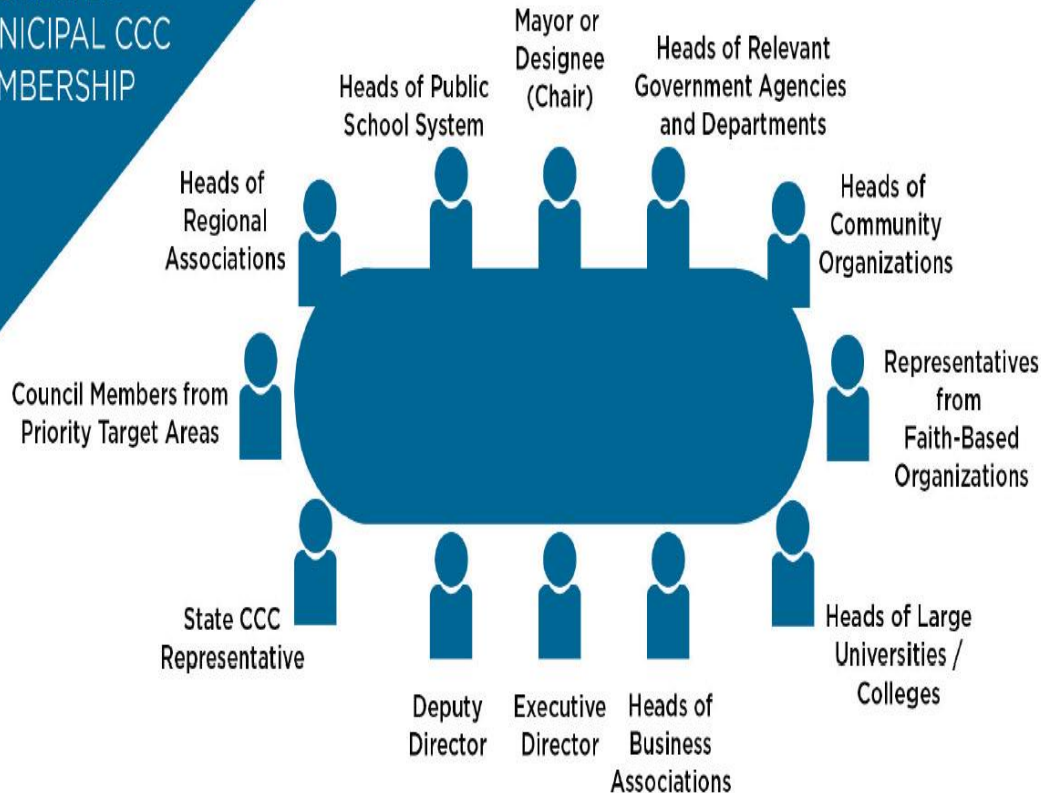
Why Volunteer to form or be a part of a CCC?

- You want to ensure a full and accurate count of your community
- You have ideas on how best to reach and engage the Hard to Count (residents or specific population group in your community)
- You are a trusted voice and or leader in your community or know who the gatekeepers are

Forming CCCs

Suggested CCC Membership

SUGGESTED MUNICIPAL CCC MEMBERSHIP



**Partnership Specialist is advisor and
Census liaison to Municipal CCC's*

- ✓ Volunteer committees established by local or tribal governments, CBO's
- ✓ Governed by HEO, or Community Leader
- ✓ Urge community participation in census
- ✓ Conduct targeted outreach

Who should be included?

CCCs should be all-inclusive, addressing the **various racial, ethnic, cultural and geographic considerations** of the community



Cross Section of Community

Local government

- Mayor/City Council members
- County Board members
- Township officials
- City/County clerks
- City/County GIS staff
- Library leaders
- Legislators

Education

- School board members
- PTA/PTO
- Superintendents/administrators
- Teachers/education associations
- Students/student government
- Vocational/technical educators
- Higher education professionals
- Adult education or literacy

groups

- School guidance counselors
- Dormitory residence advisors

Media

- Newspapers
- Television
- Radio
- Social Media

Business/Labor

- Retailers
- CEOs/executives
- Human resources staff
- Community affairs staff
- Corporate foundations
- Chambers of Commerce
- Other business organizations
- Organized labor leadership
- Labor organizers

Community

- Community-based organizations
- Religious groups/leaders
- Social service/health agencies
- Child-care providers
- Foundations
- Volunteer groups
- Civic groups/service organizations
- Job training groups
- Health care professionals
- Law enforcement
- Neighborhood associations
- Tenant groups

SCCC and CCC Subcommittee Types

BUSINESS	<ul style="list-style-type: none"> Involving a community's business sector creates a unifying element that touches every household within the community. 	EX-OFFENDER	<ul style="list-style-type: none"> The ex-offender population is sizeable and is often disenfranchised from the community and hard to track.. 	LIBRARY	<ul style="list-style-type: none"> Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.
COMMUNICATIONS, MEDIA AND TECHNOLOGY	<ul style="list-style-type: none"> Assists community Organizations in utilizing Census toolkit materials enables them to innovate. 	FAITH-BASED	<ul style="list-style-type: none"> Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members. 	RECRUITING	<ul style="list-style-type: none"> Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.
COMMUNITY ORGANIZATIONS	<ul style="list-style-type: none"> Utilizing community orgs provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds. 	GOVERNMENT	<ul style="list-style-type: none"> Census can manage costs by leveraging the ability of local government to provide knowledge of the population, organizations., and institutions. 	SENIOR CITIZEN	<ul style="list-style-type: none"> Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.
DATA AND MAPS	<ul style="list-style-type: none"> Understanding where hard-to-count areas exist is important to direct subcommittee activities toward the correct populations and geographic areas. 	GROUP QUARTERS	<ul style="list-style-type: none"> Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count. 	SPECIAL HOUSING	<ul style="list-style-type: none"> The rental population will exceed a third of the entire U.S. population by 2020.No matter the housing type, access is vital for an accurate count.
EDUCATION (PRESCHOOL - GRADE 12)	<ul style="list-style-type: none"> Reaches U.S. households through schools and helps create a generation of future self-responders. 	HOMELESS	<ul style="list-style-type: none"> In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans. 	VETERANS	<ul style="list-style-type: none"> Over 22 million veterans living in the United States present a sizeable bloc distributed throughout the 50 states.Former military personnel can provide leadership and excellent recruiting assistance.
EDUCATION (POST SECONDARY)	<ul style="list-style-type: none"> Works with university housing to obtain administrative records for group quarters, builds relationships with leadership to facilitate access. 	IMMIGRANT	<ul style="list-style-type: none"> One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English. 	STATE DATA CENTERS/CENSUS INFORMATION CENTERS	

Responsibilities of CCC and Subcommittees

- Develop specific strategies to reach designated populations
- Organize around social, economic, language groups
- Communicate importance of Census to peer groups and stakeholder
- Advise Government officials
- Organize and implement census activities in your community

It is up to Leadership

- Staff approaches leadership for direction to consider appropriating funding for a County or City Complete Count Committee
- Directs staff to develop a plan and budget for implementation
- Staff or leadership determines structure of CCC

UNIFIED COMPLETE COUNT COMMITTEE

Census Bureau

- Partnership Staff
 - Outreach/ Promotion
- CBO's, FBO's, AIAN, Higher Education, LGBTQ, Foreign Born, Leverage Trusted Messengers, Mobile Response Tables
- Media Campaign
- Census Field Operations
- Area Census Offices (ACOs)

State

Outreach/Promotion

- Using State Agencies to get the word out at the local level
- Dept of Motor Vehicles
- Employment Development Dept.
- Dept of Aging
- etc...

City/County Complete Count Committees

- Implement outreach strategies to reach residents in your community.
- Place census messages in utility bills, property tax bills and other correspondence
- Messaging- bus schedules, brochures, newsletters, Jurisdictional web site
- Host Census Events

State of California

census.ca.gov



Census 2020 Regional Readiness Assessment Convening



California Census 2020

Why is it important to have an accurate count of California's population?

Only once each decade, the United States (U.S.) Census Bureau attempts to count every resident in the United States. The next enumeration will be April 1, 2020, and will be the first to rely heavily on online responses. In addition, the primary and perpetual problem facing the U.S. Census Bureau is the undercount of certain population groups. Foreign-born residents, undocumented residents, non-white residents, renters, and children under five years old, especially those younger than one year old, comprise the most undercounted populations. California has more residents in each of these categories than any other state.

Determine Size of your CCC

- Depends on the size of your community
 - **Big Cities – 50- 60 members**
 - **Smaller Communities – 10-45 members**
 - **Small Town- 3-5**

- Grow the Complete Count Committees
 - **Big Cities/Counties start small and grow**
 - **Two Sub groups - Small group plans and larger group assists with outreach**

Types of Complete Count Committees

- Government-sponsored with a state, regional or local focus
- A small town in a rural area may have a small committee with only 3-5 members
- Community-sponsored CCC's may be organized by a community group or a coalition of community groups
- A CCC may be assumed by or assigned to an Existing committee or group; regional planning commission, city planning board, or a community committee

Action Steps for Complete Count Committees...

- Establish a CCC and appoint a chairperson
- Create a Committee structure for your CCC
- Issue a resolution and hold a press conference to announce the formation of your CCC
- Hold your first CCC meeting
- Develop action plan and meeting schedules in coordination with the 2020 Census activities
- Develop a budget and appropriate funding to cover projected activities

Components of Work Plan

- **Overview**

- Summary of the goals and objectives of the CCC and description of the community

- **Committee Structure**

- Identify the name of the CCC
- Describe the structure of the committee
- Develop strategies for reaching their objectives

- **Timeline**

Develop broad timetable of events and activities with dates

- **Reporting**

- Include a report of subcommittee activities to the committee
- Modify future activities as needed based on feedback

- **Thank you**

- Include strategies for thanking committee members, the community and others who provide support

- **Final Report**

- Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees

Planning Your Work and Working Your Plan

- Identifying Hard-to-Count Areas and Populations
 - CCC work plan should utilize the local knowledge of members and data of the makeup of the community
 - Data tools can provide assistance to the committee to identify predicted areas of low response at the community level

Planning Your Work and Working Your Plan

- Low Response Score (LRS)

- LRS = predicted level of Census self nonresponse at the tract level
- Values from 0-100
- For example,

If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the Census

Planning Your Work and Working Your Plan

- Reach Out Area Mapper (ROAM)
 - Public mapping application that displays characteristics of hard-to-count areas from the PDB
 - 2010-2014 ACS 5-year estimates
 - Census tract level

<https://www.census.gov/roam>

Response Outreach Area Mapper

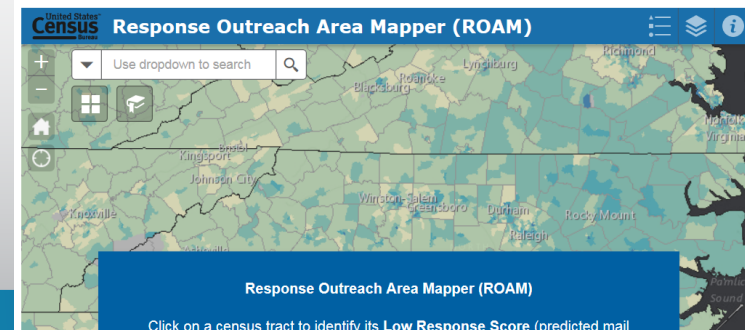
December 2017

[Tweet](#) [Share](#)

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the [Planning Database](#). Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see [Hard-to-Survey Populations](#) and the U.S. Census: [Making Use of Social Marketing Campaigns](#).

ROAM Application

Interact with the live application below, or [open it in a separate window](#).



Recap CCC Activities

- Hold CCC kickoff meetings with media briefings.
- Participate in Census rallies or parades.
- Coordinate Census unity forums (Youth)
- Hosting Interfaith breakfasts and weekend events.
- Encourage the use of Statistics in Schools classroom resources.
- Incorporate census information in newsletters, social media posts, podcasts, mailings, and websites.
- Help recruit census workers when jobs become available.

Timeline - Key Communications Phases

- The 2020 Census Phases
 - Education Phase – 2018-2019
 - Awareness Phase – April 2019
 - Motivation Phase – March – May 2020
 - Reminder Phase – May – July 2020
 - Thank You Phase – Starts July 2020
- Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

January – March 2020

- Add Census Message to all meetings, events, and correspondence
- Provide information on Federal funded programs benefiting the community
- Saturate public access areas with easy to read census information customized to your community – Marquees
- Elected officials encourage participation

April – July 2020

- Place public service announcements in local media encouraging cooperation with census workers

- **May- July**

- Thank You Campaign
- Prepare Final Report of community activities and provide copy to Census Bureau

Partnership Tools

- ✓ **2020 Census Public Web site**
- ✓ **Promotional Materials – electronic and print**
- ✓ **Customizable Materials**
- ✓ **Promotional Give-Away Items**
- ✓ **Response Outreach Area Mapper**
- ✓ **Complete Count Committee training & materials**

Complete Count Committee Training

- [Census Complete Count Committee site](#)
- Complete Count Committee (CCC) Training Manual
- CCC operations guide
- CCC Action Plan Template
- CCC Tri-fold Pamphlet
- ROAM Tool

Next Steps

- Decide to generate your communities readiness for the 2020 Census
- Work to mobilize your community and form Complete Count Committees
- Invite Census Staff to your network meetings/events
- Apply for Census Jobs and Help us to recruit a diverse staff for the ACO's

Census 2020 Links

2020 Census

<https://www.census.gov/programs-surveys/decennial-census/2020-census.html>

Census Complete Count Committee site

https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

Response Outreach Area Mapper: ROAM

<https://www.census.gov/roam>

Newsroom

<https://www.census.gov/newsroom.html>

California Counts

<https://census.ca.gov/>

Contact Information

Los Angeles Regional Census Center

555 W. 5th St, 30th Floor

Los Angeles California, 90013

Partnership- 213-314-6275

Los.Angeles.rcc.partnership@2020census.gov

General- 213-314-6500

- Recruiting Information for All Positions
 - www.census.gov/2020jobs
 - www.usajobs.gov
 - **1-800-992-3529 (Recruiting Hotline)**